

Distributing application on app store for individuals or businesses



Index:

- Apple App Store
- Google Play Store
- Samsung app store
- Huawei app store

For developers looking to distribute their applications, the primary platforms are the Apple App Store (for iOS, iPadOS, macOS, watchOS, and visionOS) and the Google Play Store (for Android). Both provide comprehensive tools for building, testing, marketing, and distributing apps globally.

- Apple App Store:

Apple provides a robust ecosystem for developers through the Apple Developer program and App Store Connect suite of tools.

1. Developer Program:

Developers must join the Apple Developer Program to publish apps on the App Store. The program provides access to beta software, advanced app capabilities, testing tools like TestFlight, documentation, and technical support.

2. Distribution:

The App Store makes it easy to distribute apps in 175 regions and across all Apple platforms with a single build in many cases.

3. Commerce Tools:

Apple handles global payment processing, various business models (free, freemium, paid, subscriptions), and features programs like the App Store Small Business Program, which offers a reduced 15% commission rate for developers earning under \$1 million USD annually.

4. App Review:

All apps are subject to an extensive review process to ensure they meet guidelines for safety, privacy, and security. Developers can refer to the App Review Guidelines for requirements.

5. Marketing:

Developers have access to the App Store marketing toolbox to generate custom assets and promote their apps.

- Developer Program Fees:

The costs associated with the App Store fall into two main categories: the developer program fee for publishing apps and the commissions/fees on app sales and in-app purchases.

To publish an app on the Apple App Store, developers must enroll in the Apple Developer Program.

1. Annual Fee:

The standard membership costs \$99 USD per year (prices may vary by region and are listed in local currency during enrollment).

2. Enterprise Program:

The Apple Developer Enterprise Program, which allows for in-house app distribution, costs \$299 USD per year.

3. Fee Waivers:

Non-profit organizations, accredited educational institutions, and government entities may be eligible for a fee waiver.

4.App Sales and In-App Purchase Fees (Commissions):

Apple applies a commission to sales of paid apps and digital goods/services purchased within apps using Apple's in-app purchase system. This commission does not apply to physical goods or services (e.g., ordering food, physical retail items, or ride-hailing services).

- The commission rates are as follows:

1. Standard Rate:

Apple generally takes a 30% commission on app sales and in-app purchases.

2. App Store Small Business Program:

Developers who earn \$1 million USD or less in net annual proceeds are eligible for this program, which reduces the commission rate to 15%.

3. Subscriptions:

For auto-renewable subscriptions, the commission is typically 30% for the first year of a subscriber's paid service.

After a subscriber accumulates one year of paid service, the commission for that subscriber drops to 15%.

4. Costs for Users:

For users downloading apps, if an app has a "Get" button instead of a price, it is free to download.

Users are not charged for downloading free apps, though many free apps offer optional in-app purchases or subscriptions.

- Google Play Store:

Google Play provides a platform for Android developers through the Google Play Console.

1. Google Play Console:

This is the central hub for developers to publish, manage, and monitor their Android apps and games. It offers a suite of reporting and optimization tools, market insights, and monetization options.

2. Monetization & Growth:

Google Play supports various monetization strategies including paid apps, in-app products, subscriptions, and ads, along with programs like Google Play Pass and Google Play Points to increase engagement and revenue.

3. Policies:

Developers need to adhere to the Google Play Developer Policy Center guidelines to ensure a safe and reliable user experience.

4. Tools:

Google for Developers provides a wide range of tools for building across Android, Chrome, and AI platforms, including Flutter for multi-platform development and Firebase for backend services.

- Google play developer console fee:

To create a Google Play Developer account, there is a one-time registration fee of US\$25. There are no recurring annual fees for the account itself.

Once the account is created, Google Play applies a service fee (commission) on sales of paid apps and in-app purchases of digital goods/services via Google Play's billing system.

1. Service Fees:

For most developers, The service fee is 15% on the first \$1 million (USD) of earnings each year, after enrolling in the reduced-fee tier. Earnings above \$1 million in a given year are charged at a 30% service fee for the remainder of that year.

2. For subscriptions:

A 15% service fee is applied from day one for automatically renewing subscriptions, regardless of the developer's overall annual revenue.

3. For media apps:

Developers who qualify under programs like the Play Media Experience Program can have a fee of 15% or lower on eligible transactions.

Note:

The service fees mentioned only apply to the approximately 3% of developers who monetize their apps by selling paid apps or in-app digital content. The remaining 97% of developers distribute their apps for free without any service fees.

You can start the process of creating an account and paying the fee on the Google Play Console signup page.

- Samsung app store:

Samsung's official platform for developers distributing apps to its devices is the Samsung Developer Program, with app management handled through the Galaxy Store Seller Portal. The app store itself, preloaded on all Galaxy mobile devices, is called the Galaxy Store.

- Key Resources for Developers:

1. Samsung Developer Website:

The central hub for all Samsung development, offering documentation, SDKs (like Samsung Health, Galaxy Watch, SmartThings), tools, and support.

2. Galaxy Store Seller Portal:

This is where you register, publish, manage, and promote your apps.

3. Developer Support Forum:

A place to ask questions, find answers, and connect with other developers and the Samsung team.

4. Remote Test Lab:

A service that allows you to test your applications on real, physical Samsung devices remotely, which is useful if you do not own the specific hardware.

- Getting Started:

To begin developing and publishing on the Galaxy Store, follow these main steps:

1. Create a Samsung Account:

This is your primary login for all Samsung services. Register with the Seller Portal: Sign in with your Samsung account on the Seller Portal to access the necessary tools.

2. Apply for Commercial Seller Status:

This is required if you plan to distribute free or paid apps. The registration process has no sign-up or annual fees.

3. Develop and Integrate:

Create your app using standard Android development tools (Samsung devices run on Android OS) and integrate Samsung-specific services or APIs (e.g., In-App Purchase, Galaxy Themes) as needed.

4. Publish:

Register and upload your app binary through the Seller Portal for review and publication in the Galaxy Store.

Samsung offers a competitive 80/20 revenue share model (80% to the developer) for most apps and in-app items, and 85/15 for subscriptions.

- Huawei app store:

Huawei's platform for developers is called HUAWEI Developers, which includes two main tools for the app lifecycle:

HUAWEI AppGallery for distribution and AppGallery Connect for development, operations, and analytics.

- Getting Started for Developers:

To begin developing and distributing apps for the Huawei ecosystem, follow these general steps:

1. Register a Developer Account:

You must register a HUAWEI ID and get verified to access the developer tools and services.

Registering as an organization is recommended.

2. Access AppGallery Connect:

This is a unified, one-stop platform that covers the entire app lifecycle, including development, distribution, operation, and analysis.

4. Create Your App:

Within AppGallery Connect, you can create a new app and project, configure basic information (name, category, default language), and upload your app package (APK for Android or RPK for HarmonyOS).

5. Integrate HMS Core:

Developers can integrate Huawei Mobile Services (HMS Core) kits (such as Push Kit, Analytics Kit, In-App Purchases, etc.) to enhance app functionality, performance, and user experience.

6. Submit for Release:

After development and testing (Cloud Testing services are available), you can submit your app for review according to the AppGallery Review Guidelines.

- Key Resources for Developers:

1. HUAWEI Developers Website:

The main portal for all developer-related information, documentation, and tools.

2. AppGallery Connect:

The console to manage apps, access services, perform testing (like A/B testing and Cloud Testing), and view analytics.

3. Documentation and Training:

Huawei provides extensive online courses, codelabs, and guides to help developers learn about HarmonyOS and HMS Core integration.

4. HUAWEI Developer Forum:

A community where developers can ask questions, exchange ideas, and receive official support.

5. Developer Tools:

Tools like DevEco Studio, an IDE for HarmonyOS development, and the HMS Toolkit IDE plug-in are available.

By: Haytham Zeidan

<https://archive.org/details/@wazefapress>

Resources:

<https://play.google.com/console/about/>

<https://www.apple.com/app-store/developing-for-the-app-store/>

<https://developers.google.com/?hl=ar>

<https://developer.apple.com/distribute/>

<https://developer.apple.com/programs/>

<https://developer.apple.com/app-store-connect/>

<https://developer.apple.com/app-store/small-business-program/>

<https://developer.apple.com/app-store/review/guidelines/>

<https://appleinsider.com/articles/23/01/08/the-cost-of-doing-business-apples-app-store-fees-explained>

<https://www.hubifi.com/blog/app-store-connect-sales-units>

<https://support.apple.com/en-in/102590>

<https://splitmetrics.com/blog/google-play-apple-app-store-fees/>

<https://developer.apple.com/programs/enroll/>

<https://support.google.com/googleplay/android-developer/answer/112622?hl=en-GB>

<https://support.google.com/googleplay/android-developer/answer/11131145?hl=en>

<https://support.google.com/googleplay/android-developer/answer/6112435?hl=en>

<https://developer.samsung.com/galaxy-store/prepare.html>

<https://developer.samsung.com/galaxy-store/faq.html>

<https://developer.samsung.com/mobile>

<https://developer.samsung.com/sdp/blog/en/2022/06/02/app-management-using-the-galaxy-store-developer-api-and-python>

<https://developer.samsung.com/galaxy-store/launch.html>

<https://developer.samsung.com/galaxy-store/integrate.html>

<https://help.uscreen.tv/en/articles/9956372-create-a-samsung-developer-account>

<https://developer.huawei.com/consumer/en/agconnect/>

<https://developer.huawei.com/consumer/en/appgallery/>

<https://developer.huawei.com/consumer/en/>

<https://developer.huawei.com/consumer/en/doc/app/50104>

[https://developer.tuya.com/en/docs/iot/huawei-realease?
id=Kbeg50xsd3yw2](https://developer.tuya.com/en/docs/iot/huawei-realease?id=Kbeg50xsd3yw2)

https://developer.huawei.com/consumer/en/doc/agc-create_app

<https://support.mobiroller.com/en/>

<https://developer.huawei.com/consumer/en/>

[https://forums.developer.huawei.com/forumPortal/en/topic/
0201188597263930012](https://forums.developer.huawei.com/forumPortal/en/topic/0201188597263930012)